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ABSTRACT

The annotated entries in this bibliography provide access to resources dealing with the theory and practice of selected issues relating to entrepreneurial activities in high schools. It is divided into three sections: monographs, serial articles, and audiovisual and other materials (videotapes, films, kits, games, simulations). Entries listed in each section are organized into categories, ordered from the general to the specific. Each entry for a printed resource contains these components: author(s), title, publisher and date of publication, pagination, price, and brief description of contents. Accession numbers are given for those documents available from the ERIC Document Reproduction Service. Information provided for videotapes and films includes title, producer and date of production, length (time), and brief description. Similar information and source and price are also provided for kits, games, and simulations. A listing of sources of the resources concludes the bibliography. (YLB)

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YOUTH ENTERPRISE

A RESOURCE BIBLIOGRAPHY

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Introduction

The annotated entries in this bibliography provide access to monographs, serial articles and audio-visual resources dealing with the theory and practice of selected issues relating to entrepreneurial activities in high schools.

Marlow in Conrad's ***Heart of Darkness*** has this to say about work: 'I don't like work - no man does - but I like what is **in** the work, - the chance to find yourself'. Traditional high school curricula give the top small percentage of students this chance - the chance to grow, to begin to fulfill their potential and to go on to tertiary studies or to get some of the small number of jobs now available to successful school-leavers. There is strong evidence that entrepreneurial study and enterprising activities in schools have enough scope and flexibility to offer **all** students a chance to use their energy, to develop their particular abilities to grow and to use their potential - 'the chance to find (themselves)'.

Merv Edmunds, teacher at Cobden Technical School, Victoria maintains: 'I can't think of any better way to involve young people in adult-world situations than in running a business, especially if it is an integral part of their year's work and it is the means of them doing something exciting or going somewhere exciting'.

Today there is a wealth of materials for teaching entrepreneurship in schools. Entrepreneurship is a very broadly- based concept and can embrace a wide variety of practices. Its principles can be realised in many different types of activities, from non-profit community co-operatives to commercially orientated small businesses. Teachers of entrepreneurship courses need to determine which materials are the most appropriate for the particular needs of their students.

I hope that this bibliography will make your choice of materials an easier and more informed one, whether you agree with Merv Edmunds' opinion and are implementing enterprising activities in your high school syllabus or whether you would like to peruse theoretical works on the subject before making a decision about this innovative area.

Structure

The bibliography is divided into three sections:

- **Monographs**
- **Serial Articles**
- **Audio-Visual and Other Materials**

Entries listed in each section are organised into categories, ordered from the general to the specific.

The ACT Administration of the Department of Arts, Sports, Environment, Tourism and Territories funded the Work Resources Centre to carry out research into entrepreneurial activities in schools. This bibliography forms part of the achievements of the School-Based Enterprise project and is published by the National Clearinghouse on Local Employment Initiatives at the Work Resources Centre in Canberra. I would like to thank Jan McCallum-Johnston, Director and Editor of **SCAN**, National Clearinghouse on Local Employment Initiatives and Gillian Hume, Development Manager/Executive Officer of the Work Resources Centre, for their valuable advice and support. I also want to thank Scott Holmes, Work Resources Centre Board advisor of the School-Based Enterprise project, Maryanne Neilsen, Readers' Advisor, and the Inter-Library Loans librarians at the Australian National University libraries for their assistance. I want to thank Kendall McGuirk and Caroline Honer for typing the bibliography.

MONOGRAPHS

BACKGROUND INFORMATION ON HISTORY OF EDUCATION, LABOUR MARKET TRENDS, YOUTH UNEMPLOYMENT AND WORK IN SOCIETY

MIDDLETON, M

Marking Time: Alternatives in Australian Schooling

Ryde: Methuen, 1982

n.p.

This book traces the history of Australian education and, using case studies, examines some current issues in education.

TEESE, R and WICKHAM, G

Melbourne Working Papers 1983: Papers in Contemporary Australian Education, Culture and Politics.

Melbourne, University of Melbourne, 1983

n.p.

Collection of papers on curriculum development, educational philosophy and business education, by a Sociology Research Group in Cultural and Educational Studies, the salient paper by E. Wickham, 'Power and free enterprise education: Enterprise Australia in South Australian and Victorian schools'.

EDUCATION, DEPARTMENT OF NSW

School and Beyond: School Leavers' Perception of the Relevance of Secondary Education.

Sydney, NSW Dept. of Education, 1985

72p

n.p.

Recent school leavers were surveyed in this report. One to three years after leaving school, 81 of those surveyed were tertiary students, 41 were employed and 31 were unemployed. The survey found that most of the tertiary students and the employed had positive views about the relevance and usefulness of their secondary education. 'In contrast, the unemployed people's responses tended to reflect a negative attitude to school, and a feeling of being ill -served by the education system'. Relevant background reading to contemplate when considering changes to the secondary curriculum or implementing entrepreneurial and enterprising activities in a school.

McCOWAN, Colin

Career Education and Counselling in Secondary Schools and Colleges (A World of Work Monograph)

Brookvale, NSW, Curriculum Development Council, 1987

Available from:

Prentice Hall Australia Pty,Ltd.
PO Box 151
Brookvale NSW 2100

($3.00 plus postage)

ISBN O 642 53220 6

The problem of rapid change in work and society is addressed in this monograph. The author suggests education options necessary to help students cope with change and an uncertain employment future. Individual casework, curriculum, the community, school management and cohesion are discussed in detail.

EDUCATION AND YOUTH AFFAIRS, DEPARTMENT OF

Youth Policies and Issues: An Australian Background Paper

Canberra, AGPS, 1983

290p

n.p.

This paper for the Organisation for Economic Co-operation and Development covers young people in the context of social and economic change, formal education, the labour force experience of youth, labour force policies and programs and Commonwealth income support for young people. The danger of the emergence of a vast group of permanently disadvantaged youth- unemployed and increasingly unemployable- is pointed out. Important background information to bear in mind when considering changes to the curriculum and the necessary changes in secondary education.

WILSON, Bruce

Education, Work and Youth Policy (A World of Work Monograph)

Available from:

Prentice Hall Australia Pty, Ltd.
PO Box 151
Brookvale NSW 2100

($3.00 plus postage)

ISBN 0642 532168

Education, training and youth policies in relation to the current labour market are examined in this monograph. The results of school students' part - time work are analysed and recent policies and initiatives regarding the relationship between school and work are discussed. Ways of linking theory with practice are suggested.

FIRTH, Lucy and GOLDSWORTHY, David

Preparation for Self Employment:What Can the Education System Do To Help Young People Create Their Own Jobs?

Perth, T.A.F.E Transition (P.E.P) 1984

95p

n.p.

Available from :

Education Department
151 Royal Street
East Perth, WA 6000

Preparation for Self Employment begins with an interesting analysis of the current labour market in Australia. With the use of case studies, the experience (including useful advice to the prospective self employed) of several successful owner/managers of small business is documented, as well as the experience of some who are trying to establish such enterprises. A group of high school students, TAFE students and CYSS participants were also interviewed to gauge their awareness of the possibility of creating their own paid employment. The study focuses on the incentives and difficulties that encourage or discourage young people from considering self employment as an option and closes with the implications for education.

SWEET, Richard

The Youth Labour Market (A World of Work Monograph)

Brookvale, NSW, Curriculum Development Council, 1987

Available from:

Prentice Hall Australia Pty, Ltd
PO Box 151
Brookvale, NSW, 2100

($3.00 plus postage)

ISBN 0 642 532214

The author of this book discusses the changes that have occurred in the teenage labour market over the past twenty years. Two main questions are addressed: Why have teenage employment patterns changed over the last twenty years?

And why have school participation rates risen over the same period? Sweet discusses the dramatic restructuring of the career patterns of young people.

WATTS, Tony

Education, Unemployment and The Future of Work

Milton Keynes, Open University Press, 1983

ISBN 0 335 10411 8

$5.95

Youth unemployment is confronted in this book and the author examines creative ways of responding to the problem within education. He outlines the traditional relationship between school and work and looks at the effects of structural unemployment. The author examines curricular responses in three schools and goes on to explore the possible futures for work, unemployment and leisure and the resulting implications for education.

WILSON, Bruce and WYN, Johanna

Shaping Futures: Youth Action for Livelihood

Sydney, Allen and Unwin, 1987

140p (No. 869. VOC)

n.p.

(V.O.C. Publications Offices VIC 03/663 5192 wil lend a copy from their library)

Very interesting book on young people and education, their attitudes to work and their hopes for the future. The study suggests the need to explore a new form of curriculum which 'takes work in all its forms as the basis for the development of knowledges (historical, sociological and scientific) and skills (intellectual, technical and communicative)'. Many quotations from young people are included in this lively, provocative book which should be read by teachers and youth workers.

U.S. DEPARTMENT OF EDUCATION
Office of Educational Research and Improvement

EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

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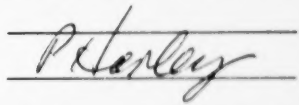

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BLACKBURN, Jean

The Study of Work in Society (A World of Work Monograph)

Brookvale, NSW, Curriculum Development Council, 1987

Available from:

Prentice Hall Australia Pty, Ltd.
PO BOX 151
Brookvale, NSW, 2100

($3.00 plus postage)

ISBN 0 642 53213 3

The author of this book believes that secondary school students need access to information that will assist them to make informed choices about study and work. **The Study of Work in Society** provides some of this necessary information and the author suggests a series of common perspectives for a course on the study of work.

OSMOND, John

Work in the Future: Alternatives to Unemployment

Great Britain, Thorsons Publishing, 1986

144p (No. B32 VOC)

n.p. (V.O.C. Publications Officers VIC 6635192 will lend a copy from their library)

The author examines the work of a number of groups and individuals seeking alternatives to our conventional idea of jobs and employment. The increasing polarisation in our society, between the employed and the unemployed, is discussed, and the author suggests that people need to diversify now, instead of waiting until redundancy or unemployment.

CO-OPERATIVES

Co-operating for Women

Sheffield, C.O.I.C., 1985

95p

Basic introduction to partnerships and co-operatives. Different types of legal structures are explained and discussed. Includes a glossary of useful terms.

HYDE, J.

Pilot Study of Educational Workshops on Work Co-operatives in Three Schools: An Evaluation

Blacktown, NSW, Outer West Employment Action Committee, 1982

n.p.

A series of workshops on work cooperatives and related political and social issues are described in this manual which was produced for use in schools or in general community education.

CASPERSZ, Donnella. DAVIS, Vincent and KENYON, Peter

A Creative Response to Unemployment in Fremantle, WA: The Community Self - Help Work Cooperative.

Fremantle, Fremantle Education Centre, 1980

123p

n.p.

Available from:

Fremantle Education Centre
Contonment Street
PO BOX 452
Fremantle WA 6160
Phone: 09/335 5444

The main recommendation of this report is to advocate the concept of the Community Self Help Worker Cooperative. It is not seen as a panacea, but as one

approach to the problem of unemployment, 'using small scale principles which can become a creative avenue for groups of unemployed to develop their own employment'. The report begins with a detailed analysis of employment/unemployment patterns in Fremantle and goes on to address such issues as:

- reasons for the failure of previous unemployment schemes and various cooperative and business ventures in Western Australia.
- the economic viability and social benefits of future possible areas of self-employment generation.
- community attitudes to the work cooperative concept.
- the value of establishing cooperatives within the secondary school.

It is thought that these 'would enable students within a practical framework to develop the skills necessary to establish their own enterprises if they found themselves faced by the prospect of unemployment'.

CURRICULUM DEVELOPMENT

BLACKBURN, J

Ministerial Review of Post Compulsory Schooling 1985

1985

Report of the Review Committee, March 1985

Background reading to ideas of curriculum change or of the implementation of entrepreneurial activities in schools.

VICTORIAN COMMERCIAL TEACHERS ASSOCIATION

Comview - a Perspective

Melbourne, V.C.T.A., 1983

26p

n.p.

Available from:

V.C.T.A.
68 Greville Street
VIC 3181

Report of the Victorian Commercial Teachers' Association on curriculum development and the state of business education in schools at present and the changes that need to be made for the future.

WALKER, Jim

School Work and the Problems of Young People: A Cultural Approach to Curriculum Development (A World of Work Monograph)

Brookvale, NSW, Curriculum Development Council, 1987

Available from:

Prentice Hall Australia Pty, Ltd.
PO BOX 151
Brookvale NSW 2100

($3.00 plus postage)

ISBN 0 642 532 15

Schools, work and the curriculum are each explored from a cultural perspective in this book. The author believes that a perspective on work or school work cannot be understood in isolation, and that teachers need to develop a wider vision which encompasses students' whole way of life.

Two case studies are compared, the development of 'intercultural understanding' is emphasised and the study of work across the curriculum is suggested.

ED245072 CE039056

DUFFILL, C.J.

Self-Employment and Secondary Schools

Perth, Western Australia Education Dept., 1984

40p

MF01/PC02 plus postage

The author makes a case for changes in the education system to make school relevant to current economic and social conditions. The education system needs to help young people create their own work opportunities and students should be provided with appropriate knowlege and skills. Practical business experience should be a part of school and there is a need for teacher education in entrepreneurship.

Includes a recommended state government policy and an extensive annotated bibliography on self-employment, small business and entrepreneurship training documents.

EDUCATING FOR THE 1980s

Melbourne, Victorian Commercial Teachers' Association, 1979

Collected works on relevant issues such as curriculum development and the future of commerce education and the importance of business education in schools.

MATTIA, R.

Report on the 10th Australasian Commercial and Economics Teachers Association Conference, held in Canberra, 26-31 August 1979 at the Australian National University.

Perth, Western Australia, Education Dept., 1979

46p

free

Available from:

W.A. TAFE
Clearinghouse Technical Education
Division 36
Parliament Place
West Perth WA 6005

This report contains a comprehensive discussion of the sessions at the conference, which aimed to make delegates aware of requirements when contemplating change to the curriculum. Special attention was paid to Commercial and Secretarial Studies. When planning alterations to the syllubus, consideration should be given to the students, the teachers and the wider community. The central theme of the conference was entitled **'The Student or the Subject'.**

MIDDLETON, M. et al

Making a Future: The Role of Secondary Education in Australia

May, 1986

A C.S.C. discussion paper, interesting to read as a background, when contemplating changes to the curriculum and implementing entrepreneurial activities in schools.

ED 264442 CE 043180

MIRANDA, Lourdes

Be Your Own Boss (BYOB) Curriculum and Teachers' Implementation Guidelines.

Washington, D.C, Association for Cross-Cultural Education and Social Studies, 1984

203p

Grant No.: GOO830294 9

Available from:

ACCESS Inc.
818 18th Street, NW
Suite 1020
Washington, D.C. 20006
USA

$US35.00

This package of materials contains a curriculum to provide young people with information about entrepreneurship as a career option. The curriculum is organised into five modules of one or two lessons each for a total of eight lessons. The guide is highly structured, with detailed lesson plans for each day, multiple copies of student exercises, handouts and tests and a summary of materials needed. Module topics include orientation to entrepreneurship, a decision making strategy, business operations and four kinds of ventures, successful models in entrepreneurship and the game of Ventures. Appendixes include computer games for expanding the curriculum and an extensive bibliography.

ED 255278 JC 850149

BURKS, Irma P.

Directors' Planning Guide, Minority Business Enterprise Project

Washington, D.C., American Association of Community and Junior Colleges; Dept. of Commerce; Minority Business Development Agency, 1984

47p

Grant No 98-20-83034-01

Available from:

American Association of Community and Junior Colleges
1 Dupont Circle, NW
Suite 410
Washington D.C., 20036
USA

$US7.50

This excellent guide is for teachers and others interested in organising and planning entrepreneurial activities for young people. It suggests procedures, ideas and resources for activities that can be sponsored on a limited budget. The guide is flexible enough to be easily adapted to a wide variety of needs and material is presented clearly and simply, with useful diagrams. The Minority Business Enterprise Project - a program providing career awareness and management training for minority youth to 12 two year colleges - is described.

Unit 1 covers:

guidelines for creating community awareness, support, and mobilization, highlighting strategies for participant and volunteer recruitment and volunteer recognition.

Unit 2:

addresses program planning, dealing with objectives and activities/methodologies, staffing, budgeting and management, recordkeeping and reporting, evaluation and follow-up.

Unit 3:

examples are provided from pilot program materials, including samples of news releases, correspondence, forms and certificates of participation.

Unit 4 and 5:

list American resource persons, associations and organisations as well as books, periodicals and films.

ED 210492 CE 6300761

CLAYTON, Dean

Arkansas Junior Executive Training Curriculum Guide

Little Rock, Arkansas State Department of Education, Division of Vocational, Technical and Adult Education, Arkansas University, Fayetteville, Department of Vocational Education, 1981

187p

MF01/PC08 plus postage

A curriculum guide for teachers of small business management and entrepreneurship at the upper secondary levels. The guide covers the managerial process, planning and organisation, supervising and administration, accounting, data processing and microcomputer training. Learning activities, teaching suggestions, 'enrichment projects' and special projects, eg. computerised business games and an 'establish your own business' project are included.

ED 242871 CE038606

BOURQUE, Janet. and Others

Curriculum Development in Craft Sewing as a Vocation: Final Report

Kirkland, Washington, Toke Washington Vocational Technical Institute, 1983

117p

MF01/PCO5 plus postage

This curriculum is designed to be a guide for teachers conducting a course in crafts sewing as a business. The following topics are covered:

- business skills (law, finance, insurance, and computer use)

- psychology and ethics (the effect of business on home and family, and ethical and effective business practices)
- production (product development, pattern drafting and sewing skills, production plans, studios, and pricing and profit)
- marketing (market research, markets, portfolios, product and promotion and publicity)
- resources.

Each topic has lesson description and objectives, a teaching outline and a bibliography.

ENTREPRENEURSHIP EDUCATION

JENNINGS, William E.

Entrepreneurship: A Primer for Canadians

Ontario, Canadian Foundation for Economic Education, 1985

63p

$4.00 Can. (over 10 copies $3.00 Can. per copy)

Available from:

Canadian Foundation for Economic Education
252 Bloor Street West
Suite 7-205
Toronto, Ontario M55 IV5
Canada

The aim of this publication is to 'encourage a broader understanding of entrepreneurs and entrepreneurship in Canada'. It would be interesting and relevant for Australians as well as Canadians. It was written for secondary school teachers and students and for the general public. A number of interesting case studies of entrepreneurs are considered, including the inventors of the board game, **'Trivial Pursuit'** - a sports writer and a high school drop-out. Characteristics and traits of entrepreneurs are examined and the reader is invited to do a self assessment test to see if he/she has the characteristic make-up of an entrepreneur.

The definition of entrepreneur is refreshingly wider than that in most such publications. The author maintains that characteristics of entrepreneurs can be found in those engaged in government jobs or voluntary organisations as well as small business.

He believes that the spirit of entrepreneurship can be carried with you to whatever activity you engage in. Ideas for entrepreneurial ventures are suggested as well as steps (structured over 16 weeks) to develop a business plan. The book includes a good summary and glossary.

ED270564 CE042825

SOLOMON, George T. WHITING, Bruce G. (Eds.)

Keys to the Future of American Business, Proceedings from the Creativity, Innovation and Entrepreneurship Symposium. (Washington, D.C., March 21-22 1985)

Washington, D.C., George Washington University, July 1985

413p

MF01/PC17 plus postage

ANU library has a microfiche

Proceedings of discussions and papers at the above symposium, focusing on the creation of environments for stimulating entrepreneurial activities. Contains some thought-provoking ideas and arguments. Includes the following presentations: *'Thoughts Regarding Entrepreneurship Education'* by Arther Lipper III; *'Innovation: Where is the Relish?'* by Frederick Horyberg; *'Entrepreneurship and Economic Growth: Towards a New Conceptual Framework'* by Carl Grego; *'How Creativity, Entrepreneurship and the Economy Come Together'* by Benny Gilod; *'A Longitudinal Study of the Dynamics of Small Business Growth and Development'* by William C. Dunkelberg; *'Characteristics of Entrepreneurs and Small Business Owner-Managers: A review of the Literature'* by George L. Solomon; *'Value Profiles of Entrepreneurs'* by Lloyd W.Fernold,Jr.; *'Entrepreneurship Education: Path to Creativity'* by M. Catherine Ashmore; *'School/Small Business Partnerships: Their Development and Their Needs'* by Leslie P. Hitch and *'Creativity Enters the Curriculum at National Defence University'* by Daniel B. Chapla.

ED 236334 CE 037356

The Entrepreneurship Education Forum: Proceedings of a Conference (Columbo, Ohio, September 21-22, 1983)

Columbus, Ohio State University, National Center for Research in Vocational Education, 1983

240p

MF01 IPC10 plus postage

This volume contains a collection of papers presented at the above conference, which was designed to promote the infusion of entrepreneurial concepts into vocational education curricula, and by the U.S. Department of Education, Office

of Vocational and Adult Education: a task force on entrepreneurship and training, a project to promote economic development through entrepreneurship and training, and the development of an entrepreneurship education network. Also included are state representatives' descriptions of entrepreneurship education programs in Colorado, Florida, Maryland, New York, Ohio, Oregon, Winsconsin, Washington D.C., Michigan, Pennsylvannia, and Massachusetts.

ED 262153 CE 042732

National Entrepreneurship Education Forum: Proceedings of a Conference (2nd, Columbus, Ohio, September 5-6, 1984)

Columbus, Ohio State University, National Center for Research in Vocational Education, 1984

181p

MF01/ PC08 plus postage

ANU library has a microfiche

Collected texts of papers and group discussiions at a national forum on entrepreneurship education. Contains much useful, interesting information. The following presentations are included: *'Critical Issues Surrounding Entrepreneurship Education Present, Past, Future - A Federal Perspective'* by Robert M. Worthington; *'An Educational Program for Minority Business Development'* by John Russel; *'How Can We get Support for Entrepreneurship?'* a panel discussion by Betty Schwammberger, Mary Anderson Williams and Ed Davis; *'Project to Promote Economic Development through Entrepreneurship Education and Training'* by Jerry Davis; *'Entrepreneurial Training: Tapping Community Resources'* by Barry Palmer; *'Entrepreneurship Training and Education in Minnesota'* by Lynda Rago; *'How I Became an Entrepreneur'* by Graydon Webb and *'Educating and Training the Potential and Existing Entrepreneur'* - a panel discussion by David Gillette, David Harriman and John Frazier.

DAVIS, Edward L. and ZELINKO, Margaret

Entrepreneurship in Vocational Education: A Guide for Program Planning (Ohio, National Center for Research in Vocational Education, 1982)

88p

No. LT 62

$US6.50

Available from:

The National Center for Research in Vocational Education
National Center Publications
BOX P
1960 Kenny Road
Columbus, Ohio, 43210-1090
USA

This guide assists curriculum developers and teachers to select entrepreneurship education materials. Eight curriculum resources are explored in depth, including samples of content.

An annotated bibliography concludes this comprehensive, detailed, clearly set-out teachers handbook.

ED 273785 CE 044960

Entrepreneurship Training in Vocational Education (Columbia, South Carolina Department of Education, Office of Vocational Education, 1986)

105p

MF/PC05 plus postage

This teaching guide for entrepreneurship was adapted from a publication developed by the Arizona Department of Education.

The Development of Entrepreneurs Through Vocational Education: Introduction to Entrepreneurship
(Ohio, National Center for Research in Vocational Education, 1975)

MF $US1.66

H.C. $US23.14

Curriculum guide in entrepreneurship, developed for first year post-secondary technical school students, but could be easily adapted for use in secondary schools. The guide is structured in 22 units which can be taught in forty-four 50-minute lessons, but could be adapted to other frameworks. These materials emphasise the personal characteristics of entrepreneurs, notably achievement motivation, risk-taking and creativity.

ERIC ED 211743

KAPLAN, C.B. and MCFARLANE, C.

Development of Entrepreneurship Training Components for Vocational Education: Final Report
(Palo Alto, American Institute for Research in the Behavioural Sciences, 1981)

This report contains the results of a project designed to develop, field test and disseminate a series of 36 entrepreneurship modules for use with secondary vocational students. After a literature review, basic skills vital for small business owners were listed and a variety of learning formats and activities were surveyed. The modules were field tested and a teachers resource guide and handbook were developed.

ED 279857 CE 046546

MILLAR, Garnet W.

Entrepreneurship in the Curriculum: A Monograph
(Edmonton, Alberta Dept. of Education, Planning Services Branch, 1986)

116p

MF01/PC05 plus postage

ANU library has a microfiche

This book examines various aspects of entrepreneurship education. A persuasive case for the benefits of entrepreneurship education is presented. An

interesting variety of definitions and characteristics of entrepreneurship, entrepreneurs and small business are advanced and criteria for reviewing curricular documents to determine support for entrepreneurship education are proposed. Examples of entrepreneurship school programs and a recommended action plan for entrepreneurship education in Alberta are included. This guide is very clearly set-out, with many useful diagrams and detailed information on, for example - **'Core Competencies Expected by Employers of High School Graduates'** and **'The Relationship of Creativity to Entrepreneurship'.** A stimulating and succinct all-round guide to entrepreneurship education.

COOPER, Arnold C.

Entrpreneurship: Starting a New Business

SanMateo, CA., Research and Education Foundation, 1983

9p

Available from:

National Federation of Independant Business
Research and Education Foundation
600 Maryland Avenue SW
Suite 700
Washington, DC 20024
USA

(25 copies - $US3.00; 100 copies - $US10.00)

The reasons for success or failure of small business, using three case studies, are examined and analysed in this paper. It covers the personal characteristics of typical entrepreneurs and types of motivation and preparation necessary for entrepreneurship.

Special Packages: Entrepreneurship
(Ohio, National Center for Research in Vocational Education, 1977)

$US11.40

Available from:

The National Centre for Research in Vocational Education
1960 Kenny Road
Columbus, Ohio, 43210
USA

A useful tool for Small Business Management teachers at any level. It has four sections which contain a list of relevant articles and publications and abstracts concerning entrepreneurship administered by the Division of Research and Administration during 1976 and 1977.

ASHMORE, M. Catherine

Risks and Rewards of Entrepreneurship
(Ohio, The National Center for Research in Vocational Education, 1988)

123p

Risks and Rewards of Entrepreneurship includes a text-workbook, a teachers' resource guide and five posters featuring over 20 entrepreneurs. The text-workbook is divided into four sections:

- Section 1: Can I Be an Entrepreneur ?
- Section 2: What Experiences Have I Had ?
- Section 3: What Type Of Business Could I Start ?
- Section 4: How Can I Prepare to be My Own Boss ?

Each of these sections contains objectives, clearly set-out content, assessment tests, personal profiles and case study questions. Each ends with the following three parts: Activities, Success Stories and The Think Tank.

The authors clearly believe that 'entrepreneurs are not born; they become through learning and life experiences' (Al Shapiro) and this text-workbook and accompanying resource guide would be very useful to teachers and students of entrepreneurship at the secondary level.

The Teachers' Resource Guide is in loose-leaf form and contains teaching outlines for each of the four sections. Handouts and transparencies are included.

ED262171 CE042521

Advanced Marketing 8130, Planning for Entrepreneurship, Teachers Resource Guide

Richmond, Virginia State Department of Education, 1984

MF01/PC09 plus postage

Nine instructional units make up this teachers' guide for marketing and distributive education students at both secondary and post-secondary levels. The course aims to provide students with the skills necessary to open a marketing business. The publisher claims that this guide is for a one semester course, but it would surely take longer than that at the secondary level, since it covers the following topics in individual units:

> responsibilities and rewards of owning a business, potential business opportunities, effects of international trade, selection of the correct location for a business, development of a marketing strategy for a government and business, development of a financial plan, interactions of government and business procedures for financing and selecting the legal form for a business, and development of a management plan. Each unit consists of handouts and an instruction plan that includes some or all of the following:
>
> > a duty statement and duty evaluation criterion; cross referenced lists of tasks, performance objectives, and evaluation instruments; a list of resources needed to complete the unit; and a lesson plan that contains cross referenced topical outlines, performance objectives, learning activities and evaluation measures.

ED 251628 CE 040208

ELY, Vivian K.

Teacher's Guide for Entrepreneurship Instruction
Professional Development Series

Arlington, Va., American Vocational Association Inc., 1983

75p

$US15.00

Available from:

American Vocational Association
2020 N 14th Street
Arlington, V.A., 22201
USA

(or MF01 plus postage)

A highly structured guide for entrepreneurship education at various levels, including upper secondary, this guide has four sections: Section 1 reviews six steps in the structural planning of entrepreneurship: assess learner needs, identify learning outcomes, organise instructional content, develop learning objectives, select learning activities and develop evaluation measures. Section 2 lists resource materials and (American) sources of information. Section 3 suggests a 16 unit entrepreneurship teaching plan. Each unit makes suggestions for the following seven instructional components: target student, learning outcomes, key topics, learning objectives, learning activities, resources and evaluation. Section 4 includes an annotated list of resource materials. This guide is very clearly set-out, succinct and readable.

ED 201751

ROWE, K.L. and HUTT, R.W.

Preparing for Entrepreneurship

Tempe, Arizona State University, 1979

Thirteen units make up this teachers' manual for entrepreneurship at the secondary level. Each unit contains objectives, background information and content, questions for discussion, transparency masters and student activities.

ED 190863 CD 0264357

SCANLAN, Thomas J. and others

Entrepreneurship Education: Learning the Skills Vol. 1.

Springfield, Illinois State Office of Education, Division of Adult Vocational And Technical Education, 1980

319p

MF01/PC13 plus postage

The first of three parts of a program designed to emphasise entrepreneurial skills in relation to management and industry skills. This highly structured guide is composed of 18 sessions divided into four instructional units, **'Inner control'**, **'Innovation'**, **'Decision making'** and **'Human relations'**. Each unit's sessions show the relationship among eight entrepreneurial skills. Other entrepreneurial skills addressed are planning and goal setting, reality perception, feedback and risk-taking.

The guide includes transparencies, hand-outs and assignment sheets.

ED190864 CE26436

Entrepreneurship Education: Applying the Skills Vol.2.

The second part of the program focuses on planning and completing student projects. Volume 2 contains suggested project activities on the following areas: deciding on product or market, selecting a location, obtaining initial capital, choosing a legal form of organisation, recordkeeping, credit and collection, advertising and sales promotion, employee and community relations and insurance. Developing and maintaining community resources is described in the final section.

ED 190865 CE 026437

Entrepreneurship Education: Supplementary Readings Vol.3.

Volume 3, supplementing the first two volumes contains readings in entrepreneurial skills, critical incidents and management skill area resources.

SMITH, Duncan; and WOOTTON, Richard

Exploring Enterprise: School and Business Perspectives

York, Longman, 1986

7p

n.p.

Available from:

Longman Resources Unit
62 Hallfield Road
Layerthorpe
York, Y03 7XQ
UK
Phone: 0904/425 444

The authors of this book believe that enterprise activities in schools provide an effective and enjoyable way of delivering a range of learning objectives. This publication is intended to help those involved in developing enterprise activities in schools to gain a better understanding of the nature and purpose of it.

The book is the result of two workshops run by the School Curriculum Industry Projects' research program. In the first workshop, a group of teachers discussed the idea of integrating enterprise activities into the curriculum and in the second workshop, small business owners were questioned and the responses of the two groups were compared.

The authors have employed a parallel text structure, with both responses to each question given, the teachers' on the left page and the small business owners' responses on the right page. Questions asked of the two groups include:

- What are the aims of a business enterprise?
- In what context does a business enterprise operate?
- How does a business enterprise get started?
- How is the market researched?
- What is the nature of industrial relations?
- What happens to the profit?

Also included are profiles of four small businesses and four school enterprises, a case study for students to learn from and a bibliography.

Entrepreneurship Transparency Masters and Teacher Materials: Illinois Vocational Home Economics Curriculum Development Project

Champaign, Illinois University, 1984

24p

MF01/PC01 plus postage

A.N.U. Library has a microfiche

This guide was developed to help home economics teachers in Illinois to incorporate entrepreneurship into the existing home economics curriculum. It contains transparency masters, resources list, bibliography and an outline for a program of acquiring competence in entrepreneurship. This guide has very good diagrams and clear, simple pictures. It looks informative and inspiring.

ED 205722 CE 029695

FANSLOW, Alyce M.; COMPTON, Cheryl W.

Entrepreneurship: A Senior High School Home Economics Career Exploration Unit

Ames, Iowa State University of Science And Technology, Dept. of Economics Education, 1981

128p

MF01/PC06 plus postage

Also available from:

University Bookstore
Memorial Union
Iowa State University
Ames, 1A 50011
USA

$US6.70

Description of a unit developed to assist home economics teachers to incorporate entrepreneurial skills into their home economics classes. The unit contains 15 lessons, each lesson is designed for a 50-minute class period, so it should take about three weeks of class time to implement the unit. Lessons contain

background information for teachers, student worksheets and reference sheets, guest speaker guidesheets, vocabulary lists and achievement tests. Materials may be duplicated for classroom use. The 15 lessons cover the following topics: nature of small business; goal setting; product determination; advertising; business location; business expenses and capital; banker visits; types of business organisation; financial management; business recordkeeping; customer and employee relations; small business owner visits; and self-evaluation of small business ownership.

ED 275907 CE 045530

HARRIS, Ronald R.

Entrepreneurship in Montana: A Handbook for Integrating Entrepreneurship into All Vocational Areas

Bozeman, Montana State University, 1986

42p

MF01/PC02 plus postage

A.N.U. library has a microfiche

A handbook providing vocational education teachers with information about entrepreneurship so that they can integrate the concepts into their vocational courses. The guide describes a syllabus for entrepreneurship (ownership, location, financing, personnel, promotion, merchandising, customer services and government regulations). Also contains definitions and some interesting and informative articles on small business and entrepreneurship reprinted from business journals.

ED 245060 CE 037599

Entrepreneurship Concepts for Minorities: Considerations for Vocational Education Personnel Developers

Ohio, American Vocational Association, 1984

13p

MF01/PC01 plus postage

This paper was presented at the American Vocational Association Convention on December 4, 1984 and it reviews a variety of appropriate ways of providing

entrepreneurship education and training programs for minority youth. Programs at both the secondary and post secondary levels are included.

ED 255702 CE 041183

Ocean County Vocational - Technical School's Model for Gifted and Talented Entrepreneurship Training Program 1983-84, Final Report

Toms River, N.J., Ocean County Vocational Technical School, 1984

MF01/PC03 plus postage

(see also Project Report on this: **'Gifted and Talented Entrepreneurship Training Program'** by Richard D. DEMARIA)

Final report of program developed to meet the needs of vocational gifted and talented students while training them in entrepreneurship. A variety of instructional methods were used to present entrepreneurial skills and to teach how to open and operate a small business. Evaluation indicated that the program produced statistically significant achievement gains. The most significant result of the program was the development of criteria for identifying and selecting vocational gifted and talented students.

ED 266325 CE 043669

DE MARIA, Richard C.

Gifted and Talented Entrepreneurship Training Program
(Toms River, N.J., Ocean County Vocational Technical School, 1984)

78p

Project description of course designed to meet the needs of gifted and talented vocational students and to train students to be entrepreneurs. Twenty students were selected to participate in the program and the classroom was rearranged as a business conference. Students found the program 'interesting, informative and enjoyable.' Evaluations indicated that the program produced statistically significant achievement gains.

SCHOOL PROGRAMS AND PROJECTS: Advice and Information

Life Skills Booklet

Adelaide, C.I.T.Y. High Schools Programme, 1987

n.p.

Available from:

C.I.T.Y. High Schools Programme
67 Hindmarsh Square
Adelaide SA 5000
Phone 08/227 0444

How to develop useful skills for successful living is the basis of this booklet. Definitions, descriptions and examples are given on such topics as:

- communication
- dealing with stress
- getting and giving feedback
- being yourself with other people
- making decisions

Life Skills Manual is to be used in conjunction with the C.I.T.Y.Programme's **Life Skills Booklet** and contains activities to further develop the skills outlined above.

1. Life Skills Teaching

Fremantle, Life Skills Associates, n.d.

$18.25 incl. p&p

Teaching methods are included in this theory book on the teaching of the life skills necessary for personal growth and social interaction.

2. Life Skills Teaching Programme No. 1.

Fremantle, Life Skills Assocs., n.d.

$34.00 incl. p&p

This manual contains 86 classroom exercises for teaching life skills, with no copyright restrictions.

3. Life Skills Teaching Programme No.2.

Fremantle, Life Skills Assocs., n.d.

$34.00 incl. p&p

This manual contains many classroom exercises, covering issues such as:

- how to study
- how to cope with unemployment
- how to manage stress
- how to give and receive feedback
- how to work in groups
- how to learn from experience

Above titles are available from:

Rainbows and Dreams
Display Centre/Outlet
26 Henderson Street
Fremantle, WA 6160
Phone 09/336 1411

OR

Career Education Development Assocs.
GPO BOX 2457V
Melbourne, VIC 3000

OR

55 Henry Street
Chapel Hill QLD 4069
Phone 07/378 7441

C.I.T.Y. High Schools Programme Community Projects Resource Booklet

Adelaide, C.I.T.Y. High Schools Programme, n.d.

n.p.

Available from:

CITY High Schools Programme
64 Hindmarsh Square
P.O. Box 465
Adelaide SA 5000
Phone: 08/227 0444

The highly successful C.I.T.Y. Programme is based around students having to develop responsibility for the content and methodology of their own learning. This well organised guide provides much information on how to achieve the above aim. Topics include:

- Programme Requirements
- Setting up the Programme
- Doing a Community Project
- Evaluation
- Creative Thinking
- Life Skills
- Transition Issues
- Leaving School Portfolio

Examples of student community projects and the detailed case studies in the Evaluation Booklet at the end of the guide would be particulary valuable for teachers interested in implementing innovative projects in their school. The guide is in the form of a large, loose-leaf folder and is very clearly set out with step by step instructions, many useful diagrams and amusing illustrations.

The C.I.T.Y. Programme recommends the following titles, which may be useful to teachers wishing to do more effective group work with students in- or out of - the classroom:

ADAIR, J

Effective Leadership, A Modern Guide to Developing Leadership Skills

Sydney, Pan Books, 1983

CURRICULUM DEVELOPMENT CENTRE

Structured Experiences and Group Development
Curriculum Development Centre,
Canberra, 1982

DIMOCK, Hedley G
Leadership and Group Development
Centre for Human Resource Development

(available from: C.O.P.E.) 1970

DYSON, S; SZIROM, T
Greater Expectations
Y.W.C.A., Australia, 1984

EDUCATION DEPARTMENT, S.A.
Developing the Classroom Group
(series 1979)

A report for Educational, Administrative and Curriculum Development.

- A Teachers Guide
- A Research Report
- A manual for the In-service Trainer
- Case Studies in Developing the Classroom Group.

GARUIN, C.D.
Contemporary Groupwork
Prentice Hall, 1981

HOPSON, B.; SCALLEY, M.
Life Skills Teaching
U.K., McGraw Hill, 1981

(Chapter 5 Life Skills Teaching Methods - working with groups in the classroom)

JOHNSON AND JOHNSON
Joining Together
Prentice Hall, 1981 (2nd edition)

JOHNSON, DAVID W.
Reaching Out
Prentice Hall, 1981 (2nd edition)

LAUDER, ALWIN
Making Groups More Effective
Jossey Bass, 1982

RAVEN, B.M. ; RUBIN, J.Z.
Social Psychology:People in Groups
Columbia Uni Press, 1971

RIVERS, M.
Manipulating Freedom in Groups: 2 Months Hell, 10 Months Heaven
Adelaide Education Dept., S.A 1976

SHULMAN, Lawrence
The Skills of Helping Individuals and Groups
Peacock Publishers Inc. 1979

(The C.I.T.Y. High Schools Programme is now known as the Youth Initiatives Unit)

DE BONO, Edward

Po: Beyond Yes and No

Ringwood, Penguin, 1972

n.p.

Teachers who are attempting to implement innovative projects in their school should benefit from the problem-solving suggestions in this book.

De Bono covers such topics as:

- breadth of thinking
- organisation in thinking
- interaction in thinking
- lateral thinking for creativity
- information and feelings
- action: problem solving

ROBERTS, Paula M.

The Design and Implementation of a Year 12 Program in Commercial Studies.

Armidale, University of New England, 1981

A.N.U. Library has microfiche

The relevance to this bibliography of this M.A. thesis lies in its detailed discussion of the implementation of an innovative curriculum change. The findings of the study revealed the complexities and problems of implementing curriculum change in a school. The impediments to change were associated chiefly with the social system of the Convent school; the administrative style of the Principal; the parochialism of staff; and the poor communication channels existing within the school. The role of the administration appears to be critical to the success of change efforts; not necessarily as an initiator of change but as a supporter of change. It would seem that few efforts at change will survive in the face of administrative indifference. The process of implementation appears to require a special strategy which is outlined.

Student Community Involvement Programmes (SCIP)

Adelaide, Volunteer Centre of S.A. Inc., 1986

n.p.

A SCIP handbook for teachers interested in developing a curricular approach to community service.

Available from:

Carolyn Bishop
Volunteer Centre of SA
82 Franklin Street
Adelaide SA 5000
Phone: 08/212 3371

The following titles should be useful for teachers attempting to implement innovations in their schools and in the curriculum, in an atmosphere of apathy or hostility:

BALDRIDGE, J.V. and DEAL, T.E.

Managing Change in Educational Institutions

Berkely, California, McCutcheon Publishing Company, 1975

BARON, G., COOPER, D.H. and WALKER, W.G. (eds.)

Educational Administration: International Perspectives

Chicago, Rand McNally, 1969

Chapter in above by CRANE, A.R. 'Innovation and Strategies of Change for the Preparation of Educational Administrators - An Application to Australia'.

MILES, M.B.

Innovation in Education

N.Y., Teachers College Press, 1964

MILLER, R.I. (ed.)

Perspectives on Educational Change

N.Y., Appleton Century Crafts, 1967

OWENS, R.G. and STEINHOFF, C.R.

Administering Change in Schools

Englewood Cliffs, Prentice Hall, 1976

ROGERS, E.M.

Diffusion of Innovations

N.Y., Free Press, 1962

SCHOOL PROGRAMS AND PROJECTS: Descriptions

JAMIESON, Ian, MILLER, Andy and WATTS, A.G.

Mirrors of Work: Work Simulations in Schools

Falmer Press, 1987

n.p.

300p

ISBN 1 85000 2592 h/b. £19.95

ISBN 1 85000 2606 p/b. £9.50

'Work simulations are currently receiving considerable attention in schools as ways of enabling students to experience aspects of the world of work within a controlled environment'. The author examines this field by developing a conceptual framework for it, outlining principles and practices including mini-enterprises, work practice units and business games and exploring issues such as simulation and 'reality', the teaching of skills and values and evaluation.

ED 206935 CE 030142

ROOKE, John T.

A Pilot Program to Provide Ownership Skills to Seniors in the Vocational Technical Schools and Other Educational Institutions. Year 3, Final Report

Conn., Norwich Regional Vocational Technical School, 1981

For related document see ED 194716

119p

MF01/PC05 plus postage

ANU library has microfiche

Detailed description of the 54 hour module for 12th grade students, called *'Mind Your Own Business'* - a basic course in business principles designed to make students aware of the various aspects of business.

The goals of the program are 'to provide a basic business background for the students to survive, to provide an understanding of various terms associated

with business; to develop human relations and communication-skills; to make students aware of common business and personal problems and how to deal with the problems; to make students aware of various materials and/or aids available to the owner/manager or employee/employer; to make students aware of laws and the need for laws; to make students aware of the need for records and how decisions are made on the basis of records and to make students aware of various banking services, advertising, personnel records and investments'.

The course met three times a week for three 6-week cycles. Each of the following classes was diminished by 1 period per week to make room for the new course: English, Consumer Economics and Maths.

An evaluation questionnaire and the class of 1980 graduate survey are included.

JAMIESON, I (ed.)

Industry and Education - Developments and Case Studies

Harlow, Essex, Longman Group, 1985

$6.50

Descriptions and case studies of enterprise in schools and business simulations are included in this review of innovations in the schools/industry field in England.

DURHAM UNIVERSITY BUSINESS SCHOOL

Enterprise: An Educational Resource for 14-19 Year Olds

Durham, Durham University Business School, 1985

14-16 package 30

16-19 package 30

Available from:

Durham University Business School
Mill Hill Lane
Durham, DHI 3CB
UKJ

The materials (extensively piloted in Northern England) in this resource include a manual for 14 to 16 year olds and two booklets for teachers and students for the

16 to 19 year olds. The project which is based on the small business model aims to encourage all students to become more enterprising. The information in these books relates to understanding how small business operates, how young people can start their own small business and the development of skills and attitudes which would be relevant to a variety of roles in adult life. There is a suggested framework for action, with time allocations, but no prescribed organisational model so the programme is structured, yet flexible.

The method in both guides is based on four modules: 'Asking questions' (eg. Am I enterprising?); 'Finding ideas' (about the creative generating of ideas, their evaluation and refinement); 'Making plans' (focusing on what is necessary to turn an idea into reality, anticipating areas of difficulty and assessing cash, profits and costs) and 'Producing results' (about putting plans into action, setting up and running the small business or venture.) The Durham materials are copyright free within the purchasing institution and contain many amusing and creative exercises, clear diagrams and illustrations.

Enterprise seeks to encourage young people to be:

" • more flexible
- more self aware
- more determined
- better communicators
- more self confident
- better planners
- more independent
- better decision makers
- more creative
- better leaders
- more socially skilled
- better problem solvers
- more skilled
- better informed about business"

and looking at these materials, it is easy to believe that the above could be achieved with the help of them.

ED 221662 CE 032962

BARGER, Bill J.

School Store Operation and Control
(Austin, Texas University, Center for Occupational Curriculum Development, 1981)

79p

MF01 p.p. (not available in p.c.)

Available from:

Centre for Occupational Curriculum Development
The University of Texas at Austin
PO BOX 7218
Austin, Texas, TX78712
USA

Stock No. 179-C

$US6.00

This book describes a system which was developed specifically for the operation and control of a school shop. It was written to assist the teacher responsible for operating a school shop for training students. A successful case study is included as well as descriptions of record systems, forms and procedures. The book provides blank forms to be copied or adapted to an individual school's needs, and forms are shown that relate to sales, purchases, expenses, inventories and financial standing.

SMALL BUSINESS AND SMALL BUSINESS EDUCATION

BALOGH, Judy, and Others

Beyond a Dream: An Instructor's Guide for Small Business Exploration No. 68

Columbus, Ohio State University, National Center for Research, 1985

253p

Available from:

National Center Publications
Box F
National Center for Research in Vocational Education
1960 Kenny Road
Columbus, OH 43210-1090
USA

(CT 68 - $25.00)

MF01/PC11 plus postage

Although this loose-leaf, 10 unit training package was written as an instructor's guide for adults to determine their self- employment potential and to develop a personal plan of entrepreneurial action, it could well be used as an upper secondary entrepreneurship course text. It is very clearly set out, with a 'content' column providing a summary of the material and issues to be covered and a 'process' column opposite, suggesting methods and techniques to be used. Units covered include: assessing self-employment potential, evaluating business skills, building a support system, assessing personal finances, completing a product or service survey, conducting a competitive market survey, planning a business, developing a business plan, using resources available for small business owners and developing a personal plan of action. Interesting case studies are included, with the relevant forms (legal, financial etc.) filled in.

MC FARLANE, C.

Getting Down to Business: What's It All About?, Module 1., Student Guide, Entrepreneurship Training Components

1981

n.p.

All 72 documents in the **Getting Down To Business** series are held at E.R.I.C, see also 211747 to ED 211817. Modules 2 to 36 deal with specific kinds of small business enterprises, eg. a secretarial service.

This is the first in a series of 36 modules and gives a general overview of small business ownership and management. Each unit in this module contains a case study, discussion and learning activities for students. Summaries and a test are included and a teacher's guide is avaliable. Topics covered in this module are: planning a small business, setting up a small business, choosing a location, getting the money to start, being in charge, organising work, keeping track of stock, setting prices, advertising and selling, keeping financial records, and keeping a business successful.

ED 265088 S0016927

PARADISO, James R.

Fail Safe Entrepreneurship: Six Reasons You Shouldn't Start a Small Business.

Illinois, 1985

5p

n.p.

ANU microfiche

A six-point argument is offered to aspiring entrepreneurs in order to see if they have the characteristics necessary for success in the business world. Readers are invited to make tape recorded replies to each point, then to wait one week before playing the tape back, and, taking an objective stance, mentally questioning the suitability of the recorded person to business ownership and management.

PERSONS, Edgar A.

Be Your Own Boss: Introducing Entrepreneurship, Professional Development Series No.5.

Arlington, Va., American Vocational Association Inc., 1982

24p

ISBN 0 89514-031-4

Available from:

The American Vocational Association Inc.
2020 North Fourteenth Street
Arlington, V.A., 22201
USA

$3.00 (EDRS price MF01 plus postage)

Suitable for use by teachers introducing students to the concept of entrepreneurship as an alternative employment role, this succinct booklet has good summaries at the end of each section. The following issues are covered: The suitability of the individual to the entrepreneur role and vice versa, the ability of the individual to make decisions, knowing how to get started, records that the business owner must keep, development and use of profit/loss and balance sheets, regulating cash flow, the necessity of salesmanship, the role of purchasing in a successful business and the importance of good employer/employee relations.

HOLMES, Scott

Taking the Plunge: Establishing a Successful Small Business

Sydney, Allen & Unwin, 1988

144p

ISBN 0 043030041
ISBN 0 004303005 x (pbk)

$14.95

Taking the Plunge is a succinct and interesting guide to successfully setting up and maintaining a small business. The following basics of small business management are covered:

- the business plan
- legal structures
- bookkeeping
- finance
- taxation
- insurance
- advertising

Lively interviews illustrate the business management information. Self-employed people interviewed include a potter, a gardener, an adventure holiday operator, vegetarian restaurant owners, a clothing designer and retailer, a second hand goods trader and a window cleaner.

YOUTH UNEMPLOYMENT PROJECTS AND PRACTICAL INFORMATION

Business Enterprises for Unemployed Youth

Prahran, Victoria, Prahran College of Advanced Education, 1979

n.p.

This collection of papers presented at the Seminar on Business Enterprises for Unemployed Youth relates to the opportunities and the difficulties which small business presents to unemployed youth.

BOURNE, Richard and GOULD, Jessica

Self-Sufficiency 16-25

London, Kogan Page Ltd., 1983

£7.95

Available from:

Kogan Page Ltd.
120 Pentonville Road
London
UK

Case studies including both successes and failures in young people's businesses are included in this study of the potential for young people to set up their own enterprises. Young peoples' experiences in Youth Enterprise, Instant Muscle and Bootstrap Enterprises are recorded.

CITY Survival Kit

Adelaide, Service to Youth Council, n.d.

n.p.

Available from:

Service to Youth Council
128 Glen Osmond Road
Parkside SA 5063
Phone: 08/272 2544

Education for Enterprise, Information Pack

Leicester National Youth Bureau, 1983

n.p.

Available from:

The National Youth Bureau,
17-23 Albion Street
Leicester
UK

Several school and post-school entrepreneurial projects are included in this pack, as well as five case studies of enterprising young people.

The Enterprise Option

Newcastle, Project North East, 1987

Available from:

Project North East
60 Grainger Street
Newcastle-Upon-Tyne
NEI 5JG
UK

£25.00

ISBN 94 75511 3

Outline of a two day course for Careers Officers, Teachers and Youth Workers who want to assist young people to explore the option of self-employment.

HALL, P.

Work for Yourself: A Guide for Young People

Cambridge, National Extension College, 1983

Case studies of young people are included in this guide which looks at the necessary steps involved in self-employment from self-assessment through to how to stop it if it goes wrong.

JUNIPER, D.

Business Ideas for Young Unemployed

Kirkfield Publications, 1985

£7.50

This publication includes suggestions about small business ideas, how to make a start and what problems young people are likely to encounter and how to solve them.

LEIGH, Vanora

Making Money: A Guide to Creating Your Own Job

London, Piccadilly Press, 1985

£5.95

Useful guide for young people who would like to start their own small business. Information is given on finance, location etc.

NELSON, D. WILLIAMS, Paul and MORISON, S.

Have a Go!: Income-Earning Projects in Australia to Supplement the Dole

Canberra, Work Resources Centre, 1987

Available from:

The Work Resources Centre
PO Box 4
Canberra ACT 2601
Phone: 062/49 4484

54p

$8.00

This manual describes eight different ways of making a little money:

- making things
- selling things
- fixing things
- looking after things
- clearing things
- recycling things
- gardening
- teaching things

Each of these sections has suggestions of how to get ideas and how to go about the particular venture, including:

- market
- materials
- tools
- location
- pricing
- skills
- advertising
- sales

PAUL, Cheryl

Making Unemployment Work

Shepparton, Night Owl Publishers, 1985

169p

$13.95

Available from:

Night Owl Publishers Pty., Ltd.
PO Box 764
Shepparton VIC 3630

Cheryl Paul wrote this book when she found herself unemployed and with a need to do something useful with her time. She provides useful information and advice on budgeting, living better on less, taking control over one's life and making money while unemployed. The book includes chapters on:

- education
- co-operatives
- voluntary work
- establishing a small business

This comprehensive, readable and cheerful book provides many inspiring examples of self-employment.

THOMPSON, L.

All Our Own Work

C.O.I.C., Basic Skills Unit, 1983

95p

Addresses and references are British, but this booklet would be useful for its inspiring descriptions of enterprising young people, lists of money spinning ideas, information from the young people's experiences in setting up their own businesses and a 'Biz Quiz'.

Profiles of various employment generating initiatives and a list of resource materials are included.

Young People's Funding Guide

Melbourne, Division of Youth Affairs, 1987

n.p.

Available from:

Division of Youth Affairs
7th Floor, Nauru House
80 Collins Street
Melbourne VIC 3000

Three parts make up this guide:

1. A simple wall chart of programmes and procedures for quick, easy reference.

2. **Making Sense** which examines in detail the necessary stages involved in getting a grant

3. A list of funding schemes which is revised and updated every six months.

Youth Enterprise Resource Bank

Newcastle, Project North East, 1987

£20.00

Available from:

Project North East
60 Grainger Street
Newcastle-Upon-Tyne
NEI 5JG
UK

Loose-leaf folder of reference sheets with basic issues young people need to know about setting up an enterprise. Sources of help listed, but of course these are British.

Working for Yourself

London, Barclays Bank, 1982

Free

A booklet which contains basic information for young people who wish to start a small business. Case studies are included.

SERIAL ARTICLES

BACKGROUND INFORMATION ON HISTORY OF EDUCATION, LABOUR MARKET TRENDS, YOUTH UNEMPLOYMENT AND WORK IN SOCIETY.

WINEFIELD, Tony

'Employment, Leaving School and Psychological Well-Being' In **Youth Bulletin**, Vol.4, No 4, November 1985 (pp81-87)

This article reviews the research which has been done on the effect of unemployment on the psychological well-being of young people. It also presents research findings on the unemployed after leaving school.

CO-OPERATIVES

ELIASON, Carol

'Co-op Can Make a Difference.....To Fledgling Entrepreneurs' In **Workplace Education**, Vol.3,No.1, September/October 1984 (pp7-8)

Available from:

Workplace Education
PO Box 1578
Montclair, N.J., 07042
USA

Various aspects of small business management training are discussed, especially:

- co-operative education programs
- collaborative efforts between business and educational institutions.

CURRICULUM DEVELOPMENT

World of Work Newsletter

Woden, Curriculum Development Centre, 1987 to date

ISBN 0818-9439

Available from:

The Curriculum Development Centre
PO BOX 34
Woden ACT 2606
Phone: 062/891333

Contributions by members of the national network on curriculum and the world of work make up a good deal of this newsletter. It contains up to date information about programs, activities, research and resources relating to curriculum and work.

Life Skills Teaching Magazine

Quarterly. $5.95 (including p&p) a year.

Available from:

Lifeskills Associates
582 St. Kilda Road
Melbourne VIC 3004

Published for anyone interested in the teaching of social and working life skills, this magazine contains useful and inspiring articles on encouraging responsibility, creativity and enterprising qualities in students.

PAYNE, R.A.

'The Entrepreneur: An Educational Challenge' In **Search**, Vol.13, No.9-10 October/November 1982 (pp235-41)

Addressing the problem of youth unemployment in Australia, the author presents a strong case for teaching entrepreneurship in schools. A succinct and persuasive paper.

ASHMORE, Cathy

'A Case for Entrepreneurship Education' In **Career Training,** Vol.2, No.4., Spring 1986 (pp14-17, 36)

Available from:

NATTS
2252 Wisconsin Avenue
N.W. 200, Washington, D.C. 20007
USA

Examines an effective approach to a comprehensive entrepreneurship education program, including:

- determining entrepreneurship potential
- developing the business plan
- planning and marketing strategy
- location
- financing

VAWDREY, Colleen (ed.) and Others

'The Value of Entrepreneurial Education for All Students', In **Business Education Forum** Vol.41, No.7, April 1987 (pp29-37)

Available from:

U.M.I.

Five articles on entrepreneurship in the business education curriculum. Inspiring case studies, useful advice from experienced teachers and some persuasive arguments for 'the introduction of entrepreneurial workshops into the curriculum of all primary and secondary schools'.

ARENA, Janet S. (ed) and Others

'Business Ownership and Management in the High School' In **Business Education Forum**, Vol.40, No. 7, April 1986 (pp27-36)

This collection of articles includes the following topics:

- entrepreneurship in the high school curriculum
- instilling management skills in secondary business students
- organizing a business organisation and management course around small business applications
- a suggested project for teaching management skills to high school students

Much more emphasis is given to the teaching of small business skills than to the concept of entrepreneurship.

SEEL, John

'Education: The Gatekeeper in a Changing Economy' In **Business Education Forum**, Vol 40, No.1, October 1985 (pp3-6)

Discussion of the economic, educational and emotional challenges which must be faced by educators in schools and in business. The author examines each challenge and observes how it affects the primary educational goals needed in business education.

ROGERS, James T. and SITES, John E.

'The Value of a Liberal Arts Education' In **USA Today**, Vol,113, No.2475, January 1985 (pp83-84)

Timely argument against educating students merely to attain marketable skills for a specific area of work. Recent studies in America have found that products of the above system lack a broader vision, a sense of history, perspectives from art and literature and a feeling for the whole that is derived from liberal arts literacy. In the present era of constant change it is not good to be so specialised that adaption to a variety of job fields is hindered. Education in the liberal arts develops intellectual capacities such as reason, differentiation and judgement; and intangible skills such as adaptability and self- reliance.

CALHOUN, Calfrey C. and FINCH, Alton V.

'Tools to Teach Your Students About Careers' In **Business Education Forum**, Vol.38, No.8, April/May 1984 (pp8-16) (1984 Yearbook Issue: New Directions in Teaching Business)

Available from:

U.M.I.

Several techniques that can be used to implement career education at secondary and post secondary levels are described.

BONNICE, Joseph G.

'Risk Management in the Vocational Education Curriculum' In **Balance Sheet**, Vol.66, No.1, September/October, 1984 (pp29-31)

Discussion of risks in entrepreneurship and how to deal with them. Availability of materials is given for vocational educators who want to introduce risk management concepts into their curriculum.

NELSON, R.E. and BOBER, G.F.

'Small Business Ownership: A Neglected Career Option' In **Business Education World**, Vol.57, No.4, 1977 (pp22-23, 30)

Topics discussed in this article include:

- curriculum development
- changes in small business
- education for small business ownership
- the necessity for programs which will adequately prepare young people to successfully pursue careers in small business ownership and management.

TOMASZ, S.

'Secondary Education in W.A.: Some Recent Developments' In **Education** (WA) Vol. 30, No 2, 1981 (pp16-19)

Covers topics such as:

- curriculum development
- educational objectives
- business education

FLEMING, N.D.

'Teacher Stress, Technology and Students' In **Economics** Vol.16, No. 2, 1981 (pp43-46)

Papers delivered at the Australian Commercial and Economics Teachers Association, 11th conference, 11-16 January 1981, on:

- educational change
- student-teacher relationship
- curriculum development
- technological advancement
- business education

CLAYTON, D. and RUBY, R.

'Basic Business and Economics: Stress Managerial Skills in High School Business Program' In **Business Education Forum**, Vol.32, No.4, 1978 (pp29-30)

The development of a curriculum in business ownership and management for secondary business education programs in Arkansas is discussed.

BROWN, B.J.

'Teaching Business Management at the Secondary Level' In **Business Education Forum,** Vol.32, No.7, 1978 (pp35-37)

Suggestions for courses for a secondary business education curriculum for future entrepreneurs.

These include:

- a foundation course in the private enterprise system
- accounting
- distributive education
- data processing
- business law
- small business management

It also includes some career possibilities.

LEACH, J.A.

'Reducing Unemployment through Entrepreneurship' In **Illinois Teacher of Home Economics,** Vol.26, No.3 (pp82-84)

n.p.

Addressing the youth unemployment problem, the author proposes that if students learn entrepreneurial skills and attitudes in their home economics courses, they will be equipped to combine home-making with a part-time business, as an alternative to unemployment after they leave school.

REDDING, S.G.

'Developing Managers without Management Development: The Overseas Chinese Solution' In **Management Education and Development,** Vol.17, Part 3 Autumn 1986 (pp271-81)

Article about business education, experiential learning and training methods and entrepreneurship. Describes the strengths and weaknesses of Chinese family businesses which lack formal management development but have instead an alternative set of processes which produce a high level of managerial talent.

ENTREPRENEURSHIP EDUCATION

HAINES, Peter G. and FURTADO, Lorraine T.

'Entrepreneurship Is "In" Today' In **Balance Sheet**, Vol.63,No.1, September/ October 1981 (pp31-33, 35)

Well-argued case for the necessity of educators to assume more responsibility for job creation and economic development by teaching entrepreneurship. Interesting and succinct. Includes suggested curriculum resources for entrepreneurship.

FITZHUGH, H. Naylor

'Private-Sector Interest in Entrepreneurship Training' In **Journal of Career Education,** Vol.8, No.2, December 1981 (pp101-108)

The author, retired vice-president of Pepsi Cola, addresses four questions:

- Can enterprises be helped by training?
- If so, how can they best be trained?
- What should be the general content of such training?
- What role should large firms play in the support of such entrepreneurship training in schools?

Describes private-sector institution's stake in the small business and points out the benefits of entrepreneurship training in schools.

TUCKER, Lewis R. Jr.

'Entrepreneurial Learning Experience:The Academic Responsibility' In **Journal of Business Education,** Vol.56, No.4, January 1981 (pp132-35)

This article describes a course which is designed to maximise students' awareness of the problems and the possibilities of ownership and management of a small business. The entrepreneurial team approach of the course is described.

CORDOVA, Rosemary and SCANLAN, Thomas J.

'An Entrepreneurial Resource List' In **Vocational Education,** Vol.55, No.5, May 1980 (pp32-33, 49)

Description of materials and programs on:

- entrepreneurial exploration
- entrepreneurial preparation
- assistance for those already self-employed.

SCANLAN, Thomas J. and FLEXMAN, Nancy A.

'A New Approach to Educating Entrepreneurs' In **Vocational Education,** Vol.55, No.5, May 1980 (pp28-30)

Inspiring and informative article on some young people who created their own careers by recognising opportunities and making the most of them. Describes a field-tested program for making students aware of entrepreneurial skills and qualities that have brought success to their local business owners and to give them opportunities to practice and observe the skills in action.

IMMEL, A. Richard

'The Fall of Adam Osborne: Why His Company Failed and what It Means for Personal Computing' In **Popular Computing** Vol.3,No.4, February 1984 (pp49-52)

Article about entrepreneurship and risk. Discussion of reasons for the failure of the Osborne Computer Corporation, such as:

- certain aspects of Osborne's personality
- personnel problems
- lack of financial controls

SCHOOL PROGRAMS AND PROJECTS: Advice and Information

Innovations

This is a series of newsletters about new developments in the field of young people's transition from education into adult and working life.

Available from:

European Community Action Programme
Programme Information Office
Ifaplan Brussels
Square Ambiorix 32-B 1040
Bruxelles

Connect is a newsletter of Youth Participation in Education.

Available from:

High Pollution Publications
232 Albert Street
Brunswick VIC 3056

($10.00 a year, $5.00 concession)

CLODFELTER, Richard

'Potential Entrepreneurs Begin in High School' In **Business Education Forum,** Vol. 40, No.1, October 1985 (pp26-27)

A year long entrepreneurship training course for senior students who want to operate their own business is described.

Goals of the course are for students:

- to assess their potential for business management or ownership
- to prepare a plan for establishing a profitable business venture
- to develop skills needed to organise and operate a small business.

SCHOOL PROGRAMS AND PROJECTS: Descriptions

EDMUNDS, Merv

'Kids Can Do Remarkable Things If They Have Remarkable Things To Do' In **Connect** No.30, December 1984.

Text of a talk at Sale Technical School in which Merv Edmunds talks about success within a school and its momentum.

HOLDSWORTH, R. (ed.)

'Talent Afloat: An Interview with Merv Edmunds' In **Connect,** No.43, February/March 1987 (pp3-8)

Merv Edmunds talks about the sailing project at Cobden Tech. and why schools need to provide students with options 'that rely on physical, emotional and social development taking place'. Edmunds gives his opinion about the essential requirements to get youth participation projects up and running.

EDMUNDS, Merv

'Projects: Youthcraft, Cobden Technical School' In **Connect,** No 17, 1982 (pp5-8)

Inspiring talk given by Merv Edmunds about the launching of **'Youthcraft Products'**, a co-operative student manufacturing and marketing enterprise which enabled students to consider self-employment as a viable alternative to unemployment. Students at the school could choose to pursue activities in horticulture/agriculture, leadlighting, woodcraft, fibreglass, textiles or management and administration. Edmunds also addresses some important philosophical and legal questions.

ALLEN, Barbara

'Off to America: Youthcraft, Cobden Technical School' In **Connect,** No.25, February/March 1984 (pp3-8)

One of the goals of Cobden Tech's **'Youthcraft Products'** was to assist students with 'the development of initiative, resourcefulness and enterprise and . . . a belief in themselves'. This article describes how the Studebaker project-where students built a fibreglass sports-car which financed a trip to the U.S.- met that goal plus more. The article includes an interview with Merv Edmunds about the project and the consequent trip to America.

HOLDSWORTH, R. (ed.)

'Interview: Cobden Tech., the Studebaker Project' In **Connect,** No. 20, April 1983 (pp11-14)

Merv Edmunds discusses the origins of the Cobden Tech. Studebaker Project - its problems and possibilities.

LA BELLE, Paul D.

'Business Has Never Been Better' In **Vocational Education,** Vol.55, No.5, May 1980 (pp38-40)

In this article a Community Liaison Officer describes the successful operation of a school-run shop and restaurant. The school's entrepreneurship program exposes students to the general public and to the risks of running a small business, while still under the supervision of their teachers. Students learn the pitfalls of holding responsibilities as well as the benefits.

SMALL BUSINESS AND SMALL BUSINESS EDUCATION

CRUNK, E.D.

'Education for Business Ownership and Management' In **Business Education Forum,** Vol. 32, No.7. 1978 (pp33-35)

A persuasive case is argued for the necessity of business and entrepreneurial education at the secondary and post-secondary levels. The article also traces the historical and philosophical perspectives of business ownership and management.

LESSEM, Ronnie

'Getting into Self-Employment' In **Management Education and Development,** Vol.15, No. 1, Spring 1984 (pp29-54)

This paper considers:

- a range of options from which self-employment can be created
- the necessary changes (personal and financial) involved in becoming self-employed
- a review of the key steps involved in starting one's own small business.

ELIASON, Carol

'Small Business, Big Opportunities' In **Community and Junior College Journal,** Vol.53, No.4. n.d. (pp32-34)

The author discusses the activities of the American Association of Small Business Training Network.

She notes:

- business-related training models
- curriculum development
- efforts to strengthen individual institutions' work in the small business training field.

RUSSEL, John S.

'Let's Get Bullish about Small Business' In **Vocational Education,** Vol.55, No.5. May, 1980 (pp24-27)

The author argues that the educational community must be the necessary agent for change in small business development in these times of youth unemployment and the high percentage of failure in small business start-ups. Self-Employment and the necessary, relevant skills must be offered to young people as a career option.

CLAYTON, Dean

'Planning a Career as a Business Owner' In **Business Education Forum,** Vol.36, No. 2, November 1981 (pp23-25)

A case history of a small business owner is included in this article on entrepreneurship and the nature of small business; and opportunities, preparation and qualifications necessary for a small business owner.

CLOW, John E.

'Economic Facts of Life Needed by Entrepreneurs' In **Business Education Forum,** Vol.38, No.6. March, 1984 (pp9-13)

Entrepreneurs need to understand basic economic principles before starting up a business venture. Business education has a role in preparing entrepreneurs in marketing, management and accounting, etc.

HUSTED, Stewart W.

'Preparing Pre-Service Students to Teach Entrepreneurship and Small Business Management' In **Marketing and Distributive Educators' Digest,** Vol.8,No.2. Spring, 1983 (pp28-32)

Available from:

Managing Editor
323 Wirtz
Northern Illinois University
DeKalb, IL 60115
USA

An Indiana State University teacher education course which prepares students to teach entrepreneurship and small business management is examined.

DAVIS, Charles H.

'Education's Role in Developing Instincts for Entrepreneurship and Small Business Management' In **Business Education Forum,** Vol.37, No.7. April, 1983 (pp29-30)

The combination of vision plus appropriate education can result in entrepreneurial success. This article covers the personality traits of entrepreneurs and the role of education in fostering these traits. Useful article, in spite of its abrasive hard- selling of the American way of life.

NELSON, Robert E. and NECK, Philip A.

'Expanded Career Opportunities through Small Business Training' In **Journal of Business Education,** Vol.57, No.5, February 1982 (pp181-84)

Article on the importance of small businesses in these economically volatile times. Discussion of:

- characteristics of small business
- teaching materials for education about small business
- how small businesses have the potential for a vital role in future job creation activities.

SINK, Clay B.

'Promoting Business Education Through Career Education' In **Business Education Forum,** Vol.37, No.8, April/May 1983 (1983 Yearbook Issue: Promoting Business Education) (pp32-35)

Discussion of career education as a promotional tool to demonstrate that business education can enable students to investigate career possibilities and choose options which will lead to a personally satisfying life. Includes exercises to create career awareness and exercises about relationship to work.

TURNER, H.

'Paperwork Management for the Entrepreneur' In **Business Education Forum,** Vol.33, No.7, 1979 (pp23-25)

Suggestions for teaching paperwork management as a part of business ownership and management training are made in this article which covers paperwork handling for the potential small business owner.

Article includes:

- the management of office organisation and procedures
- business communications and business forms
- the creation, use and storage of information

GRUBER, J.

'Basic Business and Economics: Students Learn to Begin a Business' In **Business Education Forum,** Vol.33, No.5. 1979 (pp20-22)

Description of a high school business management education course, covering:

- types of business
- finance
- advertising
- personnel
- risk management

AUDIO-VISUAL AND OTHER MATERIALS

VIDEO TAPES AND FILMS

BACKGROUND INFORMATION ON THE HISTORY OF EDUCATION, LABOUR MARKET TRENDS, YOUTH UNEMPLOYMENT AND WORK IN SOCIETY

The following videos are available from either:

EDUCATIONAL TECHNOLOGY CENTRE
Philips House
81 Flinders Street
Adelaide SA 5000
Phone: 08/227 0166

OR

STATE FILM AND VIDEO OF SOUTH AUSTRALIA
(A Division of the South Australian Film Corporation)
113 Tapleys Hill Road
Hendon SA 5014
Phone: 08/268 7366

Getting There . . . Getting Where?

1980 15 minutes VHS

Video starring Bruce Spence, Graeme Blundell and Julie McGregor, highlighting the issues involved in career choice. We meet three students at a local cafe who are discussing their school project on choosing a career.

That's One of My Talents

1984 30 minutes

Available in:

- 1/2 inch VHS $55.00
- 3/4 inch U-matic $67.50

Looking at alternative work opportunities and focusing on the quality of work, this video looks at non-traditional occupations and working styles.

Australia: A Bicentennial Schools Resource Kit: Work

Sydney, Film Australia, 1987

Work is one program from 12 in the above series, which was produced to help give secondary students a better understanding of the history of various aspects of Australia over the past 80 years. A fundamental concept in all the programs, and especially **Work** is the theme of change. The film makers hope that the series will help students develop a perspective on the past and the changes that have taken place. With a greater awareness of the background it is hoped that students will be able to develop a greater understanding of the present and to be able to cope with the uncertainties of the future better.

In this video and accompanying teacher's guide, many aspects of work are discussed, including its history, the reasons for work and the changing nature of work in Australia. Exerpts from previous films on work are used and lively interviews with a big variety of workers form a large part of the video. According to the *'Suggested Uses in the Classroom'* in the teacher's guide, the program on **Work** could have relevance for a variety of subjects including:

- Social Studies
- Study of Society
- Geography
- Economics
- Commerce/Business Studies
- History
- English
- General Studies
- Media Studies
- Future Studies

CO-OPERATIVES

Co-operatives for Young People - Control Yourself

Made by AVID Productions on behalf of the Industrial Common Ownership Movement.

£39.50

Available from:

Project North East
60 Grainger Street
Newcastle-Upon-Tyne
NEI 5JG
UK

And

I.C.O.M. Corn Exchange
Leeds LSI 7BP
Phone: 0532/46 1737

Includes detailed booklet, user's notes and background information

This video about how young people can start cooperatives features seven cooperatives run by young people in Bristol, Birmingham, Nottingham and Sunderland.

Up and Running

Available from:

- The Co-operative Federation of W.A.

Or

- Peter Kenyon, Claremont Campus

This video introduces the developments in Victoria in community co-operatives as a job creation response to local unemployment.

Pathways to the Future

Available from:

- The Co-operative Federation of W.A.

Or

- Peter Kenyon, Claremont Campus

Video about the growth of worker co-operatives as an unemployment response in NSW.

SCHOOL PROGRAMS AND PROJECTS: Descriptions

Talent Afloat

Ballarat, 1988, 90 minutes

Director: Gordon Shaw
Producer: VTV6, Walker Street, Ballarat.

Documentary video on how Cobden Tech's students' school business financed their sailing trip from Port Pirie to King Island, Tasmania. Issues covered include problems, preparation, how departmental approval was won for what was seen as a risky adventure, but most of the video is devoted to the students' trip itself.

This video has been completed and is due to screen on VTV6 later this year. Multiple copies will be available for schools from VTV6.

Merv Edmunds, a teacher involved in Cobden Tech's manufacturing and marketing enterprise, **Young Trader**, would be happy to talk with interested people about his experiences, preferably in a workshop situation. Merv may be contacted at:

Cobden Technical School
P.O. Box 82
Cobden VIC 3266
Phone: 055/95 1202

SMALL BUSINESS AND SMALL BUSINESS EDUCATION

Awkward Customers

Video Arts, London 24 minutes Colour 16 mm

Writer: Antony Jay
Director: Peter Robinson

The following two films would be relevant to school enterprises which involve a retail outlet. They are both very humorous and easy to watch. Both feature John Cleese and Angharad Rees. Sales techniques are reinforced with clever use of animation.

The first film shows how to deal with the following customers: angry Mr. Tiger, garrulous Mrs. Rabbit and the aggressive Mr. Warthog. A discussion leader's guide is included.

More Awkward Customers

Video Arts, London, 31 minutes Colour 16mm

Writer: Antony Jay
Director: Peter Robinson

The second film demonstrates the importance of knowing the stocks and services of your enterprise and shows how to cope with the snooty Mrs. Camel (who makes sales assistant, John Cleese burst into tears!), the silent Mr. Clam and the pedantic Mrs. Ferret (played by Lynn Redgrave).

The Balance Sheet Barrier

Video Arts, London, 29 minutes Colour 16mm

Writer: Antony Jay
Director: Peter Robinson

With humour and simplicity, John Cleese and Ronnie Barker demonstrate basic essentials of business finance for non specialists. Every line of the balance sheet is visually linked with corresponding events in the office or factory, making the concepts clear and easy to understand. Simple definitions, a nice slow pace and good comic effects make this video ideal for helping to teach secondary students about business finance. Leader's guide, exercises and booklet are included.

The Control of Working Capital

Video Arts, London, 26 minutes Colour 16mm

Writer: Antony Jay
Director: Peter Robinson

John Cleese and Ronnie Corbett star in this entertaining and straightforward video which demonstrates how to avoid some common working capital problems. With humour, animation and simple diagrams, it shows how cash can be saved at every stage of production. A leader's guide and illustrated booklet are included.

Cost, Profit and Breakeven

Video Arts, London, 30 minutes 16mm Colour

Writer: Antony Jay
Director: Peter Robinson

Using simple graphs, clear diagrams and witty demonstrations, this film shows the influence of cost, price and volume in relation to profit. It begins with an eccentric cutlery manufacturer played by John Cleese being auctioned off, having been declared bankrupt. In a clear demonstration of what he has done wrong in his small business, he learns - and the audience learns with him - the vital information concerning:

- separation of fixed costs from variable costs
- depreciation of fixed assets
- total absorption costing

Decisions, Decisions (Based on **Finance for Non Financial Managers Courses** by Ernest Jones)

Video Arts, London 28 minutes, 16mm Colour

Writer: Jonathon Lyn
Director: Peter Robinson

Decisions, Decisions illustrates two separate but interlinked stages of the decision process - making the decision and making it happen. This is a necessary skill for all managers - 'Their ability to take and be committed to the right decision and their ability to get decisions implemented are critical to the success of an enterprise'. The film opens with inept manager, John Cleese on the window ledge of a tall office block, considering suicide rather than having to make any more decisions. Persuaded to come inside again, he has a hard time deciding between a cigarette and a drink after his ordeal! He is visited by famous historical figures (Elizabeth I, Churchill, Rommel and Brutus) who demonstrate to him the important steps in decision making:

- collect the facts
- consult the people
- make the decision with no dithering, having thought it through carefully
- communicate the decision
- check the decision and its implementation

This very funny and clever film would be of great assistance in teaching about decision making and working with groups, as it emphasises important aspects of consultation and communication. Leader's guide and illustrated booklet are included.

Firm Foundations

Film Australia, Sydney, 1981 21 minutes 16mm

Producer: Robin Hughes
Director: Martin Cohen

Humorous film outlining the process of application for a loan. It explains how to prepare a proper case for finance and how to conduct the interview with the bank manager. Heaps of schoolboyish wit in this one.

Meetings, Bloody Meetings

Video arts, London, 30 minutes 16mm Colour

Writer: Charles Crichton
Director: Antony Jay

The importance of good teamwork and efficient organisation is highlighted in this video. John Cleese plays an incompetent chairperson who makes all the worst mistakes in running a meeting. The audience is shown simple, basic techniques for making meetings shorter and more effective.

This and the following video, **More Bloody Meetings** would be an effective starting point for classes needing to discuss how they should begin their school enterprise.

More Bloody Meetings

Video Arts, London, 29 minutes 16mm Colour

Writer: Charles Crichton
Director: Antony Jay

The sequel to **Meetings, Bloody Meetings**, this video would appeal far more to adolescents - it is more direct, has more action and clever use is made of macabre humour. John Cleese, again the chairperson has a fantasy of being tortured by his dentist (Graeme Garden) for breaking all the laws of running meetings: instead of uniting the group, he not only let a fight start, but took sides and joined in. He didn't manage to focus the discussion and he was unable to mobilise the group to build up ideas towards a solution.

Illustrated booklets accompany both these videos.

Plain Sailing

Film Australia, Sydney, 1980 21 minutes, 16mm

Producer: Robin Hughes
Director: Martin Cohen

An explanation of the reasons for the success or failure of a small business, through following the pitfalls of a retired man who thinks his establishing a boat rental business will be a profitable excuse to 'mess about in boats'.

Profit or Loss

1982 23 minutes 16mm

Producer: Mark Rubetzki
Director: Michael Robertson

Interesting film about small businesses being big in Australia. Includes interviews with a variety of small busines owners, including a bankrupt couple. The film points out that over 2/3 of small businesses fail within the first five years and that the major cause is lack of business and management skills.

The following three films are available from:

Project North East
60 Grainger Street
Newcastle-Upon-Tyne
NEI 5JG
UK

Self-Starters

Department of Trade and Industry, England, UK
Central Film Library

25 minutes

£8.50

Teacher's notes included.

A number of case studies of self-employed people to illustrate the qualities needed for starting up in business and some of the rewards and drawbacks.

Off Yer Bike

Associated Television, 15 minutes

Tutor's notes included

This film is about the Newcastle Youth Enterprise Centre and how young people aged 16 to 25 are helped to start their own businesses. Five enterprising young people are interviewed, including the 16 year old B.M.X. rider, Ed Sedgewick, who was advised: 'Off yer bike' by doctors who became fed up with his repeated riding injuries. Ed is now setting up his own B.M.X. spare parts mail-order business.

Enterprise

S.C.I.P. 25 minutes

Available on free loan

(Target audience: teachers, not pupils)

Mini-enterprises in five schools are examined. The film aims to demonstrate the possibilities for enterprise in schools in terms of curricula settings, different aims and objectives, target groups, social and economic context and approaches to embracing 'enterprise' in the curriculum.

Job Start

The Job Start Package available from:

Youth Education Service
14 Frederick Place
Clifton, Bristol
BS8 1AS
UK

and

Longman's Publishing

£35.00

Includes video, jigsaw, organisation sheets and wall plans.

A collection of material to encourage young people to explore some form of self-employment. *"Brain Benders"* provide ideas on possible businesses, fact finders contain information about most common business enquiries. Includes interviews with young people with whom Job Start are working.

Into Business

Includes comprehensive summary guide and tutor's notes

1987

£185.00

or

£5.00 (for voluntary/education sector)

Available from:

Into Business Project
New Enterprise Workshops
South East Brunswick Dock
Toxteth, Liverpool
L3 4AR
UK

This video illustrates the business development process through the eyes of actual young people starting in business.

Head for Business

30 minutes £8.50

Available from:

Central Film Library
Chalfont Grove
Gerrards Cross
Bucks SL9 8TN
UK

Video starring John Cleese and Nicholas Lyndherst, playing a father and son. The Cleese character's son has been away for a year or so and has built a successful manufacturing business on his own from nothing more than a good idea, in spite of encountering inevitable difficulties. Some jargon is introduced - balance sheet, cash flow, profit and loss etc. but this is incidental and understanding at this stage is not important.

Fullemploy

B.B.C. 25 minutes

Video about unemployed, unqualified people who make a go of being their own bosses. A group of young people, in the Fullemploy project in London go through the process of starting their own businesses, and we learn about their motivations, needs, problems and opinions.

When I'm calling you

Video Arts, London, 18 minutes 16 mm Colour

Writers: Jonathan Lynn and Antony Jay.
Director: Peter Robinson.

(The following three videos would be relevant if your school enterprise requires students to use the telephone regularly.)

Amusing little film on how not to use the telephone for business - how to antagonise people on the telephone and drive potential customers into anguish and confusion. John Cleese features in this and the sequel, Will You Answer True?
(The anachronistic titles are from an old song, which begins the soundtrack.)

Will You Answer True?

Video Arts, London, 18 minutes 16 mm Colour

Writers: Jonathan Lynn and Antony Jay
Director: Peter Robinson

Witty demonstrations of major mistakes in telephone sales techniques make up this film as well as a demonstration of the eight points of correct telephone sales technique.

The Cold Call

Video Arts, London, 24 minutes 16 mm Colour

Writer: Jonathan Lynn
Director: Peter Robinson
Illustrated by Tony Hart.

John Cleese also features in this film which shows specific skills of telephone selling. There are many amusing examples of good and bad sales techniques that are applicable to any sales situation, not just to telephone sales.

K I T S, GAMES AND SIMULATIONS

CO-OPERATIVES

The Mini Co. Kit

E. Bray, 1983

Available from:

Longman Resources Unit
33-35 Tanner Row
York, YOI IJP
UK

£18.00

This kit consists of materials to enable young people to set up their own mini-companies or mini-cooperatives in teams, in schools, colleges or Youth Training Centres etc. Manuals are written and illustrated in comic book form.

ENTREPRENEURSHIP EDUCATION

The Enterprise Game

Shell Education Service/Lloyds Bank

n.d.

Teacher's notes included.

Available from:

Training Packages Ltd
Unit 6
Bittacy Business Centre
Bittacy Hill
London NW7 1BA
UK

(no price, but 'special price for schools and colleges')

This board game was designed to interest high school and college students in entrepreneurship. It's also a good introduction to more advanced business games. The game involves students in the workings of industry and commerce. Teacher's notes are supplied on a variety of topics, eg. the role of enterprise in harnessing the economic potential of land, materials, labour and capital to create jobs and improve living standards; the different forms that enterprise can take; the importance of consumer demand. Players' accounts can be recorded on the account forms provided or can be handled on a BBC, RML48OZ, Nimbus or IBM computer.

Getting into Production

Nottingham, Education for Neighbourhood Change, 1982

1982

£20.75

Simulation game on setting up community ventures within a disused school.

Business Ownership Curriculum Project for the Pre-Vocational and Exploratory Level

1972

Available from:

ED 147558 / 559

M.F. $US1.66

H.C. $US25.41

Suitable for Grades 7-9 in the U.S., four sound filmstrips and a simulation game were developed by the National Business Education Association, Washington D.C. Topics covered are business ownership, marketing, personnel management and financial management. The program was developed as an exploration of entrepreneurship. Business ownership and management are treated in a broad context, without concentrating on hands-on experiences.

SMALL BUSINESS AND SMALL BUSINESS EDUCATION

Small Business Management and Ownership, Vol.3, Location Decisions: A Simulation

Shuchat, J. and Otto, J., 1979

n.p.

Belmont, C.R.C. Education and Human Development Inc.

ERIC ED 204640

Available from:

ERIC Document Reproduction Service
P.O. Box 190
Arlington, Va., 22210
USA

Simulation game which has students obtain and evaluate information about several potential business locations relevant to the needs of their simulated business. Students learn to solve problems using analysis and logic, to make decisions and to work with others to achieve a common goal.

Biz Game

C.O.I.C., M.S.C., Moorfoot, Sheffield, 1983

Available from:

Project North-East
60 Grainger Street
Newcastle-Upon-Tyne
NEI 5JG
UK
Phone: 091/261 7856

£5.00

Board game where players try to solve business start-up problems by locating the appropriate resources and encountering 'chance' factors on the way. The game is designed to develop awareness of the problems in starting a business and the sources of help available.

Five Simple Business Games

C.R.A.C., 1985

Available from:

Project North East
60 Grainger Street
Newcastle-Upon-Tyne
NEI 5JG
UK
Phone: 091/261 7856

£42.94 (or £21.50 without software)

Simulation of small business problems and issues of economic growth. designed for the 15 years and older age range. Computer version available on BBC model B.

Start!: An Introduction to Enterprise

Cambridge, Industrial Training Research Unit, 1985

£17.50

Young people can simulate the setting up of an enterprise with the help of the set of 'business plan booklets' and tutor's guide included in this kit.

Project Business Plan

York, Longmans, 1987

ISBN 0 58217424 4

Available from:

Longman Resources Unit
Freepost, York, Y01 ITU
UK

£65 plus VAT

Using the material in this kit and learning from the accompanying video, students should be able to choose and evaluate a business idea. The video portrays the fortunes of two people who successfully run a hat-making business. Their story incorporates all the activities that students will find in the Project Business Plan assignments. Students should end up with a well- researched business plan which may be presented to a bank manager or funding body. Tutor's notes are included.

Supa Notes: A Business Game

M. James, Watford, 1983

Available from:

Engineering Industry Training Board
54 Clarendon Road
Watford, WDI ILB
UK

£20.00

Simulation of setting up and running a business, designed for teams of 6th Formers. A computer is used for analysing results.

Business Workshop Series

Small Business Development Corporation, 1985

Available from:

The Small Business Development Corporation
100 Exhibition Street
Melbourne VIC 3000
Phone: 03/654 3166

Series of audio tapes and booklets for both the beginner and the experienced businessperson. Examples of the tapes include:

- **The Business Plan**
- **Buying a Computer**
- **Why Marketing?**
- **Minding Your Own Small Business: Simulation Game 1**

Athena Corporation, Bethedsa, 1976

Available from:

ERIC ED 134824

This game consists of two segments, **Starting a Business** and **Running a Business**. The first emphasises choosing a location and the second concentrates on recordkeeping and pricing. Designed as part of a small business ownership and management course for high school students, each segment should take four consecutive class periods to play with a break of up to two weeks between segments. Students need a general introduction to small business principles before starting these simulated business games.

Minding Your Own Business: Simulation Game 2

Athena Corporation, Bethedsa, 1976

This game also consists of the two segments, **Starting a Business** and **Running a Business**. The first segment, which should run over six class periods, focuses on the importance of making a business plan. The second, designed for nine class periods, emphasises continuous business planning. Students should learn about marketing and financial planning and the importance of participation in community and business organisations. The simulation experience should help students to develop planning skills by giving them the opportunity to make a business plan, receive an evaluation of their plan, put it into effect and see the results and if necessary revise their original plan.

LOCATIONS

MONOGRAPHS

ED numbers in micro-fiche or hardcopy are available from:

ERIC Document Reproduction Service
3900 Wheeler Avenue
Alexandria, VA 22304-5110
USA

OR

University Microfilms International
300 North Zeeb Road
Ann Arbor, Mich. 48106
USA

OR

University Microfilms International
30-32 Mortimer Street
London. WIN 7 RA
UK

(prices quoted exclude postage)

SERIALS

Balance Sheet

Cincinnati, 1919 to date

Dixson Library
University of New England
Armidale NSW 2351
telex UNIENG 66050

State Bibliographical Centre
Library Board of W.A.
3 France Street
Perth WA 6000

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Business Education Forum

Washington, National Business Education Association 1965 to date.

Available from:

U.M.I.

Dixson Library
University of New England
Armidale NSW 2351
telex UNIENG 66050

Barr Smith Library
University of Adelaide
North Terrace
Adelaide SA 5000
telex: PUBLIB 82074

Business Education World

New York, 1920 to date

Baillieu Library
University of Melbourne
Parkeville VIC 3052
telex: UNIMELB 30815

State Bibliographical Centre
Library Board of W.A.
3 France Street
Perth WA 6000

Career Training

Washington D.C., 1983 to date.

National Association of Trade and Technical Schools
2251 Wisconsin Avenue
N.W. 200
Washington D.C. 20007
USA

Community and Junior College Journal

Washington D.C., American Association of Community and Junior Colleges, 1930 to date.

Not available in Australia (See your librarian for an international Inter-Library Loan)

Connect: The Newsletter of Youth Participation in Education Projects

Available from:

12 Brooke Street
Northcote VIC 3070

$10.00 for 1 year subscription

Economics

Rose Bay, NSW, Economics and Commercial Teachers Association of N.S.W., 1966 to date.

National Library of Australia
Parkes Place
ACT 2600
telex: LIBAUST 62100

A.C.T. Schools Authority
O'Connell Education Centre Branch
Stuart Street
Griffith A.C.T. 2603

South Australian College of Advanced Education
Library Headquarters
Holbrooks Road
Underdale SA 5032
Phone: 08/354 6641
telex: SACLIBAA 88420

Mitchell Library
State Library of N.S.W.
Macquarie Street
Sydney NSW 2000
telex: LIBRARY AA 21150

Social Services and Humanities Library
University of N.S.W.
P.O.Box 1
Kensington, NSW, 2033
telex: UNITECH 20467

Dixson Library
University of New England
Armidale NSW 2351
telex: UNIENG AA 66050

W.A. College of Advanced Education
Central Library Services
P.O.Box 224
Claremont, WA 6010

W.J. Rooney Library
Education Department
West Perth WA 6005

Education

Perth, WA Department of Education, 1952 to date.

National Library of Australia
Parkes Place
ACT 2600
telex: LIBAUST 62100

Department of Education of N.S.W.
Box 33
G.P.O. Sydney
NSW 2001

Dixson Library
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telex: UNIVQLD 40315

Barr Smith Library
University of Adelaide
North Terrace,
Adelaide SA 5000
telex: PUBLIB 82074

State Library of Tasmania
16 Argyle Street
Hobart TAS 7000

Australian Council for Educational Research
Frederick Street
Hawthorne VIC 3122

State Bibliographic Centre
Library Board of W.A.
3 France Street
Perth WA 6000

Employment Gazette

Offical Journal of the Department of Employment

London, H.M. stationery Office, 1979 to date.

National Library of Australia
Parkes Place
A.C.T. 2600
telex: LIBAUST 62100

South Australian Institute of Technology
Central Library
P.O. Box 1
Ingle Farm SA 5098
telex: ITECA 82565

State Library of South Australia
G.P.O. Box 419
Adelaide SA 5001
telex:PUBLIB 82074

University of Western Australia
Nedlands WA 6009
telex: UNIWA AA 92992

Journal of Business Education

New York, 1975 to date

National Library of Australia
Parkes Place
A.C.T. 2600
telex: LIBAUST 62100

State Library of South Australia
Box 419 GPO
Adelaide SA 5001
telex: PUBLIB 82074

Monash University Library
P.O.box 92
Clayton VIC 3168
telex: MONLIB 31729

Secondary Teachers College
Crn. Stirling Highway and Hampden Road
Nedlands WA 6009

Lifeskills Teaching Magazine

Melbourne, Quarterly, $5.95

Lifeskills Association
582 St. Kilda Road
Melbourne VIC 3004
Phone: 03/519 921

Journal of the Vocational Association

Arlington, Va.

Available on Microfiche from University Microfilms 0164-9175

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Stirling Highway and Hampden Road
Nedlands WA 6009
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Darwin Institute of Technology
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Phone: 089/20 4177
telex: AA B 5235

Sydney Institute of Education
P.O. Box 63
Camperdown NSW 2042
Phone: 02/660 2855 x 253, 254

Sydney Technical College
Maryanne Street
Ultimo NSW 2007
Phone: 02/217 3053
fax: 02/212 2321

W.J. Rooney Library
Education Department
Havelock Street
West Perth WA 6005

South Australia Education Department
Education Library
G.P.O. Box 1152
Adelaide SA 5001
telex: EDADEAA 82593

Management, Education and Development

Lancaster, Association of Teachers of Management, 1971 to date.

Canberra College of Advanced Education
P.O. Box 381
Canberra A.C.T. 2601

Public Service Commissioner
Box 59
North P.O.
Brisbane QLD 4000

Caulfield Institute of Technology
900 Danderary Road
Caulfield East VIC 3145

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Clayton VIC 3168
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3 France Street
Perth WA 6000

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State Bibliographical Centre
Henley House
102 Beaufont Street
Perth WA 6000
telex: AA 92231

Deakin University Library
Deakin University VIC 3217
telex: DUNIV AA35625

Telecom State Library
B.P. House
30 Flinders Street
Adelaide SA 5000

Popular Computing

Peterborough, N.Y., McGraw-Hill, 1981 to date

University of Newcastle Library
Newcastle N.S.W 2308
Phone: 041/680 401

University of N.S.W. Library
P.O. Box 1
Kensington NSW 2033
telex: UNITECH 20467

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Melbourne VIC 3000
Phone: 03/669 9824; 669 9825

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Doubleview WA 6018
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fax: 09/387 7095

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Library/Learning Resource Centre
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Armidale NSW 2350
Phone: 067/73 4264

CSIRONET
GPO Box 1800
Canberra A.C.T. 2601
Phone: 062/433 289
telex: AA 62145

Search

Sydney, Australian and New Zealand Association for the Advancement of Science, 1970 to date

Australian Bureau of Statistics
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P.O. Box 1
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NSW 2308
telex: AA 28194

University of Wollongong
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Wollongong NSW 2500
telex: AA 29022

Queensland Institute of Technology
P.O. Box 246
North Brisbane QLD 4000

South Australian Department of Mines and Energy
P.O. Box 151
Eastwood SA 5063
telex: DOMEX AA 88692

Hydro Electric Commission
4 Elizabeth Street
Hobart TAS 7000

Deakin University Library
Deakin University, VIC 3217
telex: DUNIV AA 35625

Lincoln Institute Library
625 Swanston Street
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328 Swanston Street
Melbourne VIC 3000
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P.O. Box 224
Claremont WA 6010

Darwin Community College
P.O. Box 40146
Casuarina N.T. 5792
telex: AA 85235

U.S.A. Today

New York, Society for the Advancement of Education, 1978 to date

National Library of Australia
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University of Newcastle Library
Newcastle NSW 2308
Phone: 049/680 401

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P.O. Box 40146
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Canadian Government Trade Commission
151 Flinders Street
Melbourne VIC 3000

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Education Resource Centre Melbourne
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Phone: 09/332 2564
telex: MULIB AA 92711

Fisher Library
University of Sydney
Sydney N.S.W 2006
telex: FISHLIB 20056

University of N.S.W. Library
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telex: UNITECH 20467

Australian National University Library
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Sydney NSW, 2000
Phone: 02/268 9000

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North Adelaide SA 5006
Phone: 08/267 3622

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W A
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